

Moving Towards Eco Cultural Tourism Village (A Case Study of Pondok Cabe Village)

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Abstract

This study identifies some eco-cultural tourism attraction potentials that exist in Pondok Cabe Udik Village Tangerang Selatan Indonesia. In addition, it investigates local people's opinion on tourism development. The objective is to provide a preliminary overview of eco-tourism development. This study is a descriptive study that uses three types of instrument in data collection method, including questionnaire, interview and field observation. The data is then analyzed using SWOT analysis. The result indicated that natural potential include farming, lake and fish pond, and chicken hatchery. Cultural potentials include cultural diversity that depicted in praying houses and culinary. 194 respondents involved are the locals. The result showed that there is positive view from the local community on the availability of tourism potentials and development in the future. It is proposed that environmental awareness, education, ecotourism development, and consensus building are needed to implement eco cultural tourism concept.

Keywords: Tourism, Eco-Cultural, Village, Planning and Development

INTRODUCTION

Indonesia tourism industry has an important role in Indonesia economy. It has placed itself on the 4th rank in industry contribution to national GDP after oil and gas. During the last 10 years there is positive growth in terms of international tourism [1]. The sector has contributed US\$ 10 billion to national economy in the end of 2013. Tourist arrival is also predicted to grow in the future as economy continues to rise. The government of Indonesia is targeting 20 million of visitors by 2020. Although tourism industry is growing, however tourism development distribution is imbalance among provinces. Indonesia tourism mainly concentrates in Java and Bali, in which the infrastructure and the economy activities are there [2].

As a developing country, Indonesia is still moving forward from villages to modernization. Development in the infrastructures occur; such as transportation, roads, railways, airport, and public facilities. As development is on progress, there are some challenges faced which include of deforestation, pollution, floods and increasing population.

One suggested alternative to achieve sustainability especially in tourism is by implementing the local wisdom [3]. Local wisdom is said to have been the concept that is able to up bring the local values for welfare and spiritual

balance; a balance between People – God – Nature. This concept has been applied in Bali that is known as Hita Karana. The concept applied in managing its island. Local wisdom is a positive form for creative tourism that can be significant for tourism promotion [4]. Similarly the concept of sustainable tourism encourages the balance between social, economy and the environment. As tourism not only bring positive, but negative impacts on the world such as the destruction of the environment and probably to social lives. The word sustainable is the master key for a better future.

Another concept that supports sustainable development in the area of tourism is the concept of eco-cultural tourism. Russell [5] applies the concept of eco-cultural tourism as means for the sustainable development of culturally marginal and environmentally sensitive region. Other studies also had a similar view that sustainable development is achieved through eco cultural Tourism [6,7].

In regional level, there have been efforts in promoting sustainable development, for example ASEAN have cooperation in sustainable environmental practices among its members. Awards are given to cities that apply sustainable practice. In micro level, the concept now rises at some parts in Indonesia that have started such practices. One of the examples is Solo city that have incorporated the eco-cultural city concept, giving balance between environment, cultural and economic growth. It used to be a rural city. Following is Tangerang city, the city has grown

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from an ordinary sub urban city to ASEAN award winner in environment sustainable city.

In other smaller area in South Tangerang City lays a small village – Pondok Cabe Udik, a sub urbandistrict that is neighborhood to the capital city Jakarta, west of South Jakarta. Its strategic location is close to the capital city makes the village favorable place to settle. The village is filled with people with different cultural backgrounds. The village is in the stage of development in the sense that it is moving forward from village to modernization. In order to have a sustainable living, which is to create balance between our economic, nature, and social system; meeting the needs today without compromising the ability for the future to meet their needs. Eco cultural tourism is one viable option.

The aim of this study is to collect information in support to the development planning in the area. This study also find out whether tourism is a desirable option for the community. It also identifies and explores tourism potentials in the village.

MATERIALS AND METHODS

Study area

Pondok Cabe Udik is including in the area of Pamulang – Tangerang Selatan. It has an area of 5.142 km² has a population density that is relatively small compared with the other villages. With the broad population density in Kelurahan Pondok Cabe Udik with a population of 20.202 inhabitants is around 3.93 per km². The industries in the area mostly consist of housing/ real estate, social services, and food and beverages business [8].

Data Collection and Analysis

Data collection used questionnaire, interview, and field observations. For the questionnaire is divided into three parts. The first part of the questionnaire is about socio demographic of the respondents. The second part is opinion on tourism planning; the last part is about development issues. The questionnaire utilizes nominal and Likertscale. The questionnaire is to find out the perspectives of local people towards tourism development. The total respondents of this research are 194 people who are local residents. The sample is taken or pooled based on random sampling techniques. The data is analyzed descriptively.

The unit analysis is the local community which is taken from the total population of 20.202 residents. In identifying tourism potencies, we involved tourism components which include tourist attractions, amenities, accessibilities, and supporting organization.

RESULT AND DISCUSSION

Tourism Potential Attraction

Pondok Cabe Udik village is a sub-urban areas neighboring south Jakarta, which native is relatively similar to Jakarta city. However there have been new comers to the area, making the place as a multi-cultural village. The village has several local tourism attractions.

Natural Attractions

a. Farming

There is a spot of garden and plantations that produces fruits and flowers. The products include orchid flowers, Cambodia flowers, banana trees, melon, and cucumber.

b. Fishing pond and lake

Pondok Cabe Village has a lake that is one of important spot in the area to hold water from rain and gutters. The lake is also used by local as a spot for fishing. Outsiders may rent the place for fishing session or fishing competition.

c. Hatchery

The local has a chicken hatchery. It not an ordinary chicken being hatched, but fighter chicken in which the local can use the chicken in chicken fighting competition.

Cultural Attractions

a. Praying houses

As the area consists of people from different religions, such as Moslem, Christian, konghu cu, and Budhist temple. There are various praying houses in there. The most interesting pray houses which have unique buildings are the Budhist temple 'the Vihara Avalokitesvara'.

b. Culinary Icon

The culinary that is prominent in the area is Dodol (sort of sweets), sweets that are normally made during holy day.

Despite there are more prominent attractions outside Pondok Cabe village, the tourism attractions in there have interesting, simple and unique tourism potentials with beautiful village environment (Fig. 1).



Figure 1. Illustration of Pondok Cabe Village, South Tangerang as Sub Urban Eco Cultural Village
Description: 1) Fishing pond and lake; 2) Green area and cycling track; 3) Orchid garden; 4) College

Local People's Perception on Tourism Development

To know the aspirations of the people, a survey using questionnaire and interview are carried out to communities around the village PondokCabeUdik. Out of the total population of 20,000 people, a sample of 194 people is taken. From interviews recorded that there are 50% of male respondents and 50% of women. From the interviews conducted the majority of respondents aged over 25 years. Half of the respondents were born in the village Pondok Cabe and the other half of the respondents were born outside of the village PondokCabe. Most respondents' Javanese ethnicity and others are from other ethnic groups. Most respondents had a job as self-employed and do not have a second job. Owned a large part of the income is below Rp.1 million per month or less than US\$100. The majority of respondents lived above five years, while others live between 1-15 years. Most respondents have high school educations; most of the others have a minimum education junior high and elementary school (Table 1).

In terms of knowledge and interaction with tourists, it is known that respondents feel they have no knowledge of a lot of tourists, but the majority of respondents claimed to have interacted with tourists. Most states also have never seen tourists in Pondok Cabe. Overall respondents have a positive attitude about the presence of tourists or tourists encounter. From interviews it can be concluded that the views of the tourists still looked at the stranger who called tourists. However, respondents positive attitude towards tourists provide opportunities for the development of village tourism potential in Pondok Cabe.

From the questionnaire, it is also known that the respondents have a positive opinion regarding the planning and development of tourism and village tourism in Pondok Cabe Udik. The respondents stated that the presence of tourism will be able to preserve the living environment they live in, they also realize that the cultural and green environment can be a tourist attraction to attract tourists to come to their area.

Table 1. Demographic Characteristics of Respondents

	Variabel	N	% Sample
Sex	Male	96	49.50
	Female	98	50.50
Age	Below 17 years	6	3.10
	17-24 year	28	14.40
	25-34 year	44	22.70
	35-44 year	49	25.30
	45-54 year	40	20.60
	Above 55 year	27	13.90
Place of Birth	Pd. Cabe Village	97	50.00
	Other	96	49.50
Ethnicity	Javanese	73	37.60
	Sundanese	35	18.00
	Malay	21	10.80
	Dayak	3	1.50
	Buginese	3	1.50
	Bataknese	4	2.10
	Others	55	28.40
Marital Status	Unmarried	44	22.70
	Married	141	72.70
	Widow/ Widower	7	3.60
Education	Master/Doctor	1	0.50
	Bachelor	14	7.20
	Diploma	8	4.10
	Highschool	71	36.60
	Junior Highschool	58	29.90
	Elementary	39	20.10
	Non-education	2	1.00
Occupation	Students	17	8.80
	Permanent Private workers	14	7.20
	Contracted private workers	12	6.20
	State Employee	5	2.60
	Entrepreneur	74	38.10
	Retirement	2	1.00
	Others	70	36.10
Other Occupation	Yes	37	19.10
	No	154	79.40
Income per month	Below Rp.1 million	116	59.80
	Rp. 1-3 million	56	28.90
	Rp. 3-5 million	20	10.30
	Above Rp. 5 million	2	1.00
Length of Residential	Below 4 years	38	19.60
	4-9 years	15	7.70
	9-15 years	28	14.40
	Above 15 years	113	58.20
Familiarity for tourists	Familiar	71	36.60
	Unfamiliar	122	62.90
Tourist Interactions	Yes	146	75.30
	No	48	24.70
Tourists in Pd. Cabe	Yes	43	22.20
	No	151	77.80
Favorable to tourists	Yes	176	90.70
	No	16	8.20

The respondents believe that tourism can boost the economy, investment, and give them the opportunity to do business and trade. In

addition, respondents felt the government needs to do the planning and development of tourism in the area. Respondents also want to be involved in the planning and development of tourism in the area (Table 2).

Table 2. Respondents' Views on Tourism Development

No	Variable	Average Score	Standard Deviation
1	Tourism improves investment	3.92	0.647
2	.. encourages other industry	3.82	0.658
3	.. improves economy	3.63	0.758
4	.. creates new entrepreneur	3.78	0.753
5	.. gives opportunity to meet new people	4.02	0.598
6	..sustains the environment	3.91	0.696
7	..removes local tradition	2.16	1.023
8	Infrastructure destroys green areas	2.49	1.009
9	Culture as tourism attractions	3.84	0.782
10	Green areas as tourism attractions	3.80	0.799
11	Local needs government support	4.07	0.589
12	Local is willing to participate in tourism activity	3.62	0.869
13	There is no necessity in tourism development	2.33	1.020
14	Local people do not care on waste issues	3.84	1.232
15	Waste destroys the natural beauty	4.32	0.713
16	Land conservation training is needed	4.21	0.637
17	Creative economy training is needed	4.16	0.614
18	Government has socialized tourism planning	2.87	1.064
19	Community should not be limited in land use	3.71	0.852
20	Ecotourism is needed	4.21	0.604

Likert scale: (1) very disagree, (2) disagree, (3)neutral, (4) agree, (5)very agree.

SWOT Analysis

On the third part, respondents were asked about the problems of development in their area and their expectations (Table 3). The answers' of respondents reported are as follows:

- Major problems, the first priority is rubbish, the second is the improvement of the road, the third is education, unemployment and the fourth is the lack of government attention and the fifth is the lack of cooperation between government and society.
- The respondents agree and believe that with the development of tourism in this region can resolve the existing problems.

Table 3. SWOT Analysis on Tourism Potentials

	Internal Factor	Strengths	Weaknesses
		<ul style="list-style-type: none"> • Closer to capital city • Have good basic infrastructure (transport, hospital, school) • Availability of green areas and lakes • Availability of potential eco-cultural tourism attractions 	<ul style="list-style-type: none"> • Increase of population • Minimum people's awareness on sustainable tourism development • Various ownership of the land (government, private)
External Factor	Opportunities	Strengths-Opportunities Strategy (SO)	Weaknesses-Opportunities Strategy (WO)
	<ul style="list-style-type: none"> • Political and economy stability • Improvement of commuter transportation to capital city • Increasing of housing and real estate property investment 	<ul style="list-style-type: none"> • Improving easy information access of local tourism attractions potentials • Provide and encourage eco-friendly transportation (pedestrian, cycling track) 	<ul style="list-style-type: none"> • Establish group discussion forum among stakeholders • Establish Local Tourism Management organization • Training and development of tourism
	Threats	Strengths-Threats Strategy (ST)	Weaknesses-Threats Strategy (WT)
	<ul style="list-style-type: none"> • Loss of local identity and proudness due to globalization • Destruction of land dueto disasters such as floods and pollutions • Traffic jams 	<ul style="list-style-type: none"> • Establishing cultural conservation program through education and training • Infrastructure management 	<ul style="list-style-type: none"> • Enforcement of the local policy planning, such as waste management.

- c. Expectation for the development in the area is to become more advanced, cleaner, neat and beautiful, rising incomes, more safe and secure.
- d. Type of tourist attraction to be developed in Pondok Cabe Udik is first is the art and culture (Lenong Betawi, dangdut, dance), the second is fishing, the third is a playground, swimming pool fourth, and five are martial arts.

The concept of development of eco-cultural sub urban areas is not something new. Eco sub urban case study indicate the urgency and important to give consideration to sub urban area planning and development [9]. The study previously conducted has implemented greener environment and communities for making livable neighborhood. Compared to the other sub urban area, Pondok Cabe Village is still in its earliest stage of development.

This study also affirms that in implementing eco-cultural tourism village include sustainable in the environment, respect socio-cultural authenticity and long term economic benefit. Environmental awareness, education, ecotourism development as well as strong political leadership are important to ensure wide participation and consensus building [10].

CONCLUSION

PondokCabe village is one out of the hundreds sub-urban area in Indonesia. The

location which is neighboring to the capital city makes it easy access for jobs, foods, houses, education, and business. Just like any other sub urban area, it has become good place for residential. In addition, modernization has come to place. Increase of population, housing, and infrastructure is inevitable, so is the degradation of the environment and local culture.

At the same time, there are some potential for saving what the local has. There are still some villages' cultural and natural attractions that make the village identity worth conserving for the future. In addition, the locals also need and want to have more developed areas and economy. They have positive view on tourism development, that tourism will have positive impact on economy and sustainability of the environment.

With the positive view and some potential towards eco cultural village, therefore there is an opportunity to implement the concept of eco cultural tourism to reality.

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